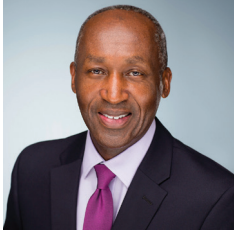


## 2020 MEDIA KIT

# Turn motivated readers into powerful buyers

ICMA's official print and digital communications deliver your message year round to key public sector decisionmakers.

# WELCOME



ICMA is pleased to partner with The Townsend Group to be your advertising media representative for our print and digital products described in this media kit. You can expect only excellent customer service from your Townsend Group sales manager, Pat Price. He is here to answer your questions and offer you recommendations about how to design a cost-effective advertising buy that most efficiently connects you to our members, *PM* magazine subscribers, and website visitors. We hope you are able to take advantage of these advertising opportunities to create a truly integrated marketing campaign for this highly targeted audience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Marc Ott', written in a cursive style.

Marc Ott  
Executive Director  
ICMA

## About ICMA

ICMA, the International City/County Management Association, advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build better communities. ICMA identifies leading practices to address the needs of local governments and professionals serving communities globally. We provide member support, publications, data and information, peer and results-oriented assistance, and training and professional development to thousands of city, town, and county leaders and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of people living in thousands of communities, ranging in size from small villages and towns to large metropolitan areas.

# PM MAGAZINE

**13,000+  
CIRCULATION**

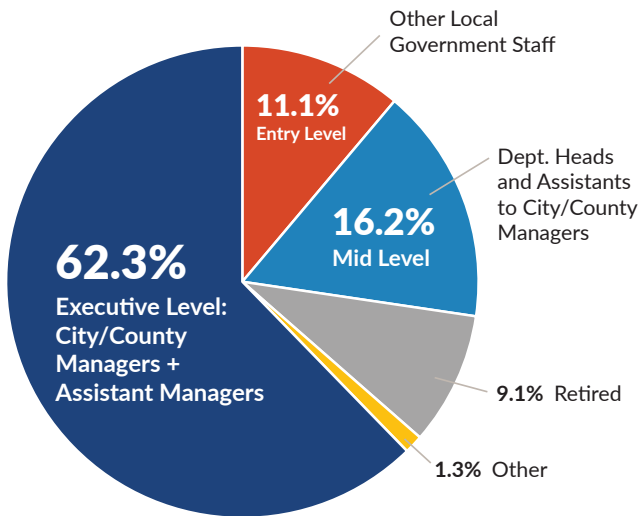
*Public Management (PM)* is the official membership magazine of the International City/County Management Association (ICMA), with a track record of 100 years as a trusted source of local government management information. *PM* is dedicated exclusively to the public sector practitioner. Designed for quick and informative reading, articles deal with issues of common concern to local government managers.



## Audience Overview

The breakdown of *PM* magazine readership is:

### CAREER STAGE



Source: *PM* Magazine Readership Survey, June 2017

### PURCHASING POWER

**91.4%**

of respondents are involved in the purchasing process

**\$3.1 million**

average cost of products purchased in a year

#### PM readers buy the products and services you sell:

Computer/IT equipment	67.5%
Consulting services	88.9%
Continuing education	45.8%
Financial services	42.7%
Fleet vehicles	43.9%
Health insurance	53.9%
Industrial equipment	23.4%
Law enforcement/emergency equipment/services	40.5%
Park/recreational equipment	46.1%
Waste management equipment/services	30.5%

# PM MAGAZINE

## 2020 Editorial Calendar

### JANUARY CAREERS

Advice for Young Professionals; Veterans; Staying Active in Retirement

AD SPACE: 12/5/19 • ARTWORK: 12/13/19

### FEBRUARY BUDGETING AND PLANNING

Tools and Technology; Innovations; Financial Management

AD SPACE: 1/6/20 • ARTWORK: 1/15/20

### MARCH ETHICS

Ethics Issue and Advice; Conflicts of Interest

AD SPACE: 2/5/20 • ARTWORK: 2/14/20

### APRIL CANNABIS

Innovative Ways to Engage Residents; Tools and Technology

AD SPACE: 3/5/20 • ARTWORK: 3/16/20

### MAY CRISIS MANAGEMENT

Lessons Learned; Leadership During Emergency Situations

AD SPACE: 4/6/20 • ARTWORK: 4/15/20

### JUNE CYBERSECURITY

Best Practices; Preparing for Attacks

AD SPACE: 5/5/20 • ARTWORK: 5/14/20

PRE-  
CONFERENCE  
ISSUE

### JULY SMALL TOWNS AND RURAL COMMUNITIES

Issues, Challenges, and Solutions for Smaller Communities

AD SPACE: 6/5/20 • ARTWORK: 6/15/20

### AUGUST GNARLY ISSUES

Environmental Issues; Mobility; Homelessness; Mental Health; State Preemption

AD SPACE: 7/6/20 • ARTWORK: 7/15/20

### SEPTEMBER EQUITY AND INCLUSION

Award Recipients; Conference Preview

AD SPACE: 8/5/20 • ARTWORK: 8/14/20

CONFERENCE  
ISSUE

### OCTOBER ICMA AWARDS ISSUE

Diversity in the Workplace

AD SPACE: 9/7/20 • ARTWORK: 9/15/20

### NOVEMBER TECHNOLOGY AND INNOVATION

Smart Cities; Cybersecurity; Artificial Intelligence; Smart Procurement

AD SPACE: 10/5/20 • ARTWORK: 10/15/20

### DECEMBER ECONOMIC DEVELOPMENT

Resiliency; Revitalization; Greener Communities

AD SPACE: 11/5/20 • ARTWORK: 11/16/20

POST-  
CONFERENCE  
ISSUE

*Editorial calendar is tentative and subject to change.*

## Departments

**ETHICS** Provides guidance based on ICMA's Code of Ethics regarding ethical choices in a local government context.

**PUBLIC SAFETY** Highlights public safety trends

**INNOVATION** Describes what can be learned and applied from examples of innovative local government programs worldwide.

**COMMENTARY** Reader reactions to issues affecting local governments.

**TECHNOLOGY** Highlights the latest technology trends

**INSIGHTS** Short reader reactions to a management-related question.

**WORKPLACE** Highlights unique experiences and stories of local government practitioners.



**AD SALES**  
 Pat Price  
 (202) 367-2462  
 pprice@townsend-group.com

## 2020 Rates & Specifications

### Cover Rates (includes 4-color)

Position	1x	3x	6x	12x	18x	24x
Cover 2	\$5,360	\$5,240	\$5,120	\$5,020	\$4,830	\$4,655
Cover 3	\$4,915	\$4,805	\$4,695	\$4,600	\$4,425	\$4,270
Cover 4	\$5,585	\$5,460	\$5,335	\$5,225	\$5,035	\$4,850

### 4-Color Rates

Size	1x	3x	6x	12x	18x	24x
Full Page	\$4,470	\$4,370	\$4,270	\$4,180	\$4,030	\$3,880
2/3 Page	\$3,820	\$3,740	\$3,660	\$3,540	\$3,400	\$3,270
1/2 Page	\$3,240	\$3,180	\$3,120	\$3,020	\$2,910	\$2,815
1/3 Page	\$2,650	\$2,605	\$2,560	\$2,495	\$2,415	\$2,345

### Case Study

**\$10,350**

Sponsor receives:

- Two (2) page case study
- Leadership Matters Exclusive Sponsorship
- Medium rectangle home page placement (15,000 impressions)
- Leaderboard home page placement (15,000 impressions)

### Professional Services Ads

Size	Rate
1/6 Page	\$2,535*

\*Includes 4-color ad in 11 consecutive issues

## Ad Dimensions

Publication Trim Size: 8.25" x 10.875"

<p><b>Full Page</b></p> <p><b>BLEED</b> 8.5" x 11.125"</p> <p><b>TRIM</b> 8.25" x 10.875"</p> <p><b>LIVE</b> 7" x 9.5625"</p>	<p><b>2/3 Page</b></p> <p><b>BLEED</b> 5.3" x 11.125"</p> <p><b>TRIM</b> 5.05" x 10.875"</p>	<p><b>Half Page</b></p> <p>7" x 4.5"</p>
<p><b>1/3 Page Vertical</b></p> <p><b>BLEED</b> 3.0833" x 11.125"</p> <p><b>TRIM</b> 2.8333" x 10.875"</p>	<p><b>1/3 Page Square</b></p> <p>4.5" x 4.5"</p>	<p><b>1/6 Page</b></p> <p>3.125" x 3.125"</p>

### AD SPECIFICATIONS

- PDF/X-1a files are required.
- Fonts must be outlined or embedded.
- Convert all colors to CMYK.
- Place crop marks and color bars outside printable area (12-point offset).
- Submit full-page spreads as single page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.

### DOCUMENT SETUP

- Use QuarkXPress, Adobe InDesign or Publisher for ad layouts.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements.
- Use Type 1 or OpenType fonts only
- All colors must be CMYK; no PMS/

Pantone colors.

- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only.
- Reversed text must be a minimum of 10 points.

### UNACCEPTABLE FILE TYPES

Microsoft Word, Excel, PowerPoint, Adobe Pagemaker or Freehand files will not be accepted.

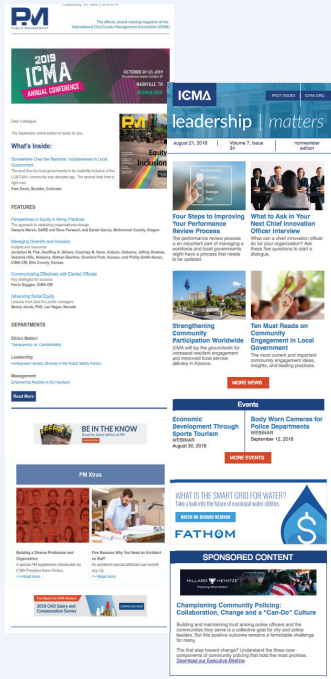
### PROOFS

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved.

### AD SUBMISSION & PAYMENT

Submit artwork, proof and payment to: The Townsend Group, 2025 M Street NW, Suite 800, Washington, DC 20036. Phone: (202) 367-2495 Email: icma@townsend-group.com

# DIGITAL ADVERTISING



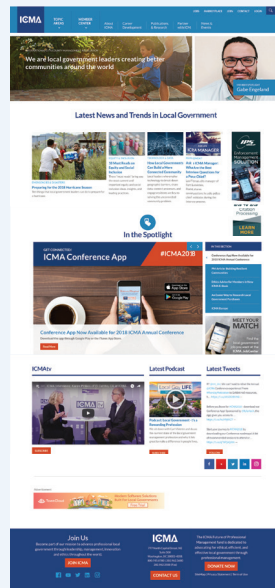
## E-newsletters

### PM Magazine Alert

Delivered to more than 13,000 opt-in members and subscribers, the *PM* magazine e-newsletter previews the upcoming issue and alerts readers to keep their eye out for it. **Average open rate: 27%**

### Leadership Matters

More than 27,000 subscribers receive this weekly e-newsletter to get news, strategies, best practices and innovative ideas on the most important local government issues—from ethics to smart growth, emergency management to sustainability. **Average open rate: 21%**



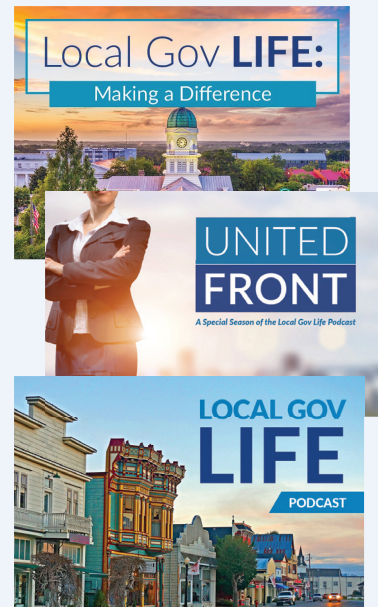
## Website

### icma.org

With more than **4.8 million page views** and **633,000 visitors annually**, *icma.org* is the perfect platform to market your products and services to local government professionals.

Our redesigned website is responsive, easy to navigate, and contains more information than ever before. Most importantly, advertisers now have the flexibility of customizing their schedule and determining the number of impressions they want to buy.

Visit the new [www.icma.org](http://www.icma.org) and call today to reserve space.



## Podcasts

### Local Gov Life

Become a sponsor of ICMA's new podcast series *Local Gov Life*, which feature compelling stories on how local government professionals overcame the disruptive challenges in their community – both personal and professional.

Contact us today to learn more about the podcast, the schedule of release, and the topics that will be covered.

Pat Price  
Sales Manager  
202-367-2462  
[pprice@townsend-group.com](mailto:pprice@townsend-group.com)

# DIGITAL ADVERTISING

## 2020 Rates & Specifications

### PM Magazine E-newsletter

Ad Unit	Size	Rate/Issue
Top Banner	450 x 75 pixels	\$1,045
Bottom Banner	450 x 75 pixels	\$865
Sponsored Content	140 character headline; 300 character body; plus web-ready 520 x 100 image/logo and URL	\$1,000

### Leadership Matters E-newsletter

Ad Unit	Size	Rate/Issue
Exclusive Sponsor Package	Rectangle and sponsored content ad units, plus social media and icma.org promotion*	\$3,000
Rectangle	300 x 250 pixels	\$1,425
Sponsored Content	140 character headline; 300 character body; plus web-ready 520 x 100 image/logo and URL	\$1,000

\*Social media promotion includes one (1) ICMA blog post, one (1) ICMA Facebook post, one (1) ICMA Twitter post, and sponsored content on icma.org under appropriate topic area.

### icma.org

Ad Unit	Size	Homepage*	Run-of-site*
Rectangle	300 x 250 pixels	\$45 CPM	\$40 CPM
Leaderboard	728 x 90 pixels	\$45 CPM	\$40 CPM

\*Rates are for 30 days. Minimum buy of 25,000 impressions.

### Professional Services

Ad Unit	Size	Impressions	Rate
Web Ad	300 x 250 pixels	5,000/month	\$2,400

\*Professional Services web ads run for 12 consecutive months

### Local Gov Life Podcasts

**\$3,000/episode**

Sponsor receives:

- One (1) 30-second spoken ad within first minute of episode
- A mention of the advertiser within last two minutes of episode
- Sponsored content and banner ad or logo in two (2) ICMA e-blasts notifying 30,000 subscribers of podcast episode
- Social media promotion and sponsor recognition in one (1) ICMA blog post, two (2) ICMA Facebook posts, and two (2) ICMA Twitter posts
- Sponsored content on icma.org website to be archived under appropriate topic area



### Deadlines

Space and artwork due seven business days in advance of publishing date.

### Format

- We accept JPEG and GIF files
- Third-party tags accepted
- All digital files should be between 72-150 dpi
- All graphical files served by ICMA have a 40k size limit.
- Animations are accepted on ICMA's website with a maximum looping restriction of five times and must adhere to the 40k maximum file size restriction.
- Any sound must be user initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls.
- If Flash/Rich Media file is provided, advertiser must supply a back-up animated GIF file.
- Advertiser must supply a URL link for the ad. Proof of publication available upon request.

### Sales Contact

Pat Price  
Sales Manager  
202-367-2462  
[pprice@townsend-group.com](mailto:pprice@townsend-group.com)

### Production Contact

The Townsend Group  
202-367-2495  
[icma@townsend-group.com](mailto:icma@townsend-group.com)



## ICMA Policies

Cancellations or changes in advertisements will not be accepted after closing dates. Advertisers assume liability for all content and subject matter of advertisements printed and responsibility for any claims resulting from them against the publisher. All advertising is subject to the publisher's approval. The publisher reserves the right to cancel any advertising prior to the date of publication or to add the word "advertisement" to any page. The publisher is not responsible for orders, cancellations, or corrections given verbally. Confirmation of orders, cancellations, or corrections must be received in writing by respective closing deadlines. Positioning of advertisements is at the discretion of the publisher.

As the publisher of *PM*, ICMA reserves the right to refuse to publish any advertisement, to correctly classify an advertisement, and to delete objectionable words or phrases in an advertisement. Submission of an advertisement to a *PM* representative does not constitute a commitment by *PM* to publish the advertisement. Publication of an advertisement does not constitute an endorsement of that ad by *PM* or by ICMA. *PM* will not be liable for failure to publish an ad as requested or for more than one incorrect insertion of an advertisement. In the event of any error or omission in printing or publication of an advertisement, *PM* liability shall be limited to an adjustment for the cost of the space occupied by the error, with a maximum liability being cancellation of the cost of the first incorrect advertisement or re-publication of the corrected advertisement. Under no circumstances shall *PM* be liable for consequential damages of any kind.

## Contact

### **Advertising Sales**

Pat Price, Sales Manager  
Tel: 202-367-2462  
[pprice@townsend-group.com](mailto:pprice@townsend-group.com)

### **Production**

The Townsend Group  
Tel: 202-367-2495  
[icma@townsend-group.com](mailto:icma@townsend-group.com)

### **ICMA**

777 North Capitol Street, NE, Suite 500, Washington, DC, 20002-4201  
Tel: 202-289-4262 | [www.icma.org](http://www.icma.org)